

College Recruiting Process

This document should show you what you can do during the college recruiting process and hopefully also help you know what to do when looking at colleges. I have 4 sections on this word document going from 1) **Academics while in High School** 2) What you are looking for in a college 3) What to do to get started in the process of being recruited 4) Notes, Suggestions, Tips, and Emails from college teammates, friends and a Current College Coach who I am friends with. Please review this document as much as needed and reach out to coaches at LifeTime if you have any questions. I hope this helps. Best of luck in your recruiting process!

1) What should my **academics** look like while in high school?

Before you want to look at swimming for schools you need to make sure that you can be accepted to go to the school academically. Having a GPA that is too low will have coaches shy away from talking with you. If your GPA drops too low in college you will be academically suspended and coaches will not be able to take you to meets. Some teams require their athletes to hold a higher GPA than other athletic teams. Example: At Ashland University the bare minimum for athletes to compete was a 2.5 but the only team to follow that was football. Some teams (swim team included) required a 3.0 to compete. From my personal experience at Ashland, we competed with the Golf team to try and hold the highest team GPA at school. Swimmers in general typically hold higher GPAs than other sports which is why we were expected to hold a 3.0. Academically wise in high school you should be aiming to have a **3.5-4.0 ideally**. A 3.0 GPA would be the bare minimum. If you are wanting to swim in college the academic part should not be the part that holds you back. As College Coach Laura says (college coach) "I'd say 3.0 is definitely the minimum and anything 3.5 or higher is more than ideal. The more academic money we can get, the better deal we can make with an overall scholarship!"

Private colleges will give academic scholarships and IF you are fast enough to earn an athletic scholarship your overall scholarship will increase.

ACT/SAT Test Scores - Not required for every school but some schools are still requiring them. It would be ideal for you to look at what the average test score would be to get into the college you are looking at. Different schools hold different standards and now some schools don't require a test score. Swimmers will need to do their research. I would aim for about a 24 (ACT) 1200 (SAT) but again do your research as some schools may require a higher test score and some schools may require a lower test score. Begin Applying for colleges Senior year of high school and your high schools should be helping you with how to apply. Take college visits! You can go on a college visit Junior year and for sure Senior year! If your school works with you using an excused absence will matter for the high school so talk with your school counselor.

2) What you could be looking for in a college

While going through the recruiting process there is one thing you should look at above all as it is the main reason you are going to college. This is **EDUCATION** It is by no means the coaches determine what you are going to study in college but it is extremely important you are looking at/going to a school that has what you are interested in studying. A question to ask is: **If you were to have a career-ending injury would you still want to go to that school?** It would be a good idea to have a list of priorities that you can track for each school you are looking at. You could make a list of what is important to you when looking at colleges and see if the colleges you are talking to have what you want. I have some ideas to possibly start thinking about but everyone has their own preferences while looking at schools.

- Where do you want to live? What do you want the weather to be like (this could be a priority)
- Are you comfortable with being far away (will you have to fly or drive to get to and from school?)
- Training wise - do you want to be the best or do you want people to be faster than you?

3) How to get started in the process - Should only start Junior year as most schools can not talk to you until then

NCAA Eligibility Center - This is a must for when you begin (especially senior year.) You'll need to get it completed as soon as you start your process and stay on top of the documents it's asking for.

<https://web3.ncaa.org/ecwr3/> is the link that will take you there and if it's changed you will be able to google search NCAA eligibility center with a link that should be current. Everything is fairly straightforward on the website, if you have any questions please reach out and I can look more into where you are stuck. Most of you should be able to register with the free account but feel free to read and look into the other accounts if you think you should have one of the other accounts.

The screenshot shows the top navigation bar of the NCAA Eligibility Center website. It includes the NCAA logo, the text "Eligibility Center", a "Forgot your password?" link, a "Login" button, and links for "Help" and "High School Administrators". Below the navigation bar is a heading "Want to Compete at an NCAA School?" followed by a sub-heading "Create the Eligibility Center account that's right for you!". The main content area contains a paragraph explaining the registration process and another paragraph encouraging users to review three account options. At the bottom, there are three blue buttons representing different account options, each with a question "Who should create this account?" below it.

Option 1:
Free Profile Page Account
Who should create this account?

Option 2:
Amateurism-Only Certification Account
Who should create this account?

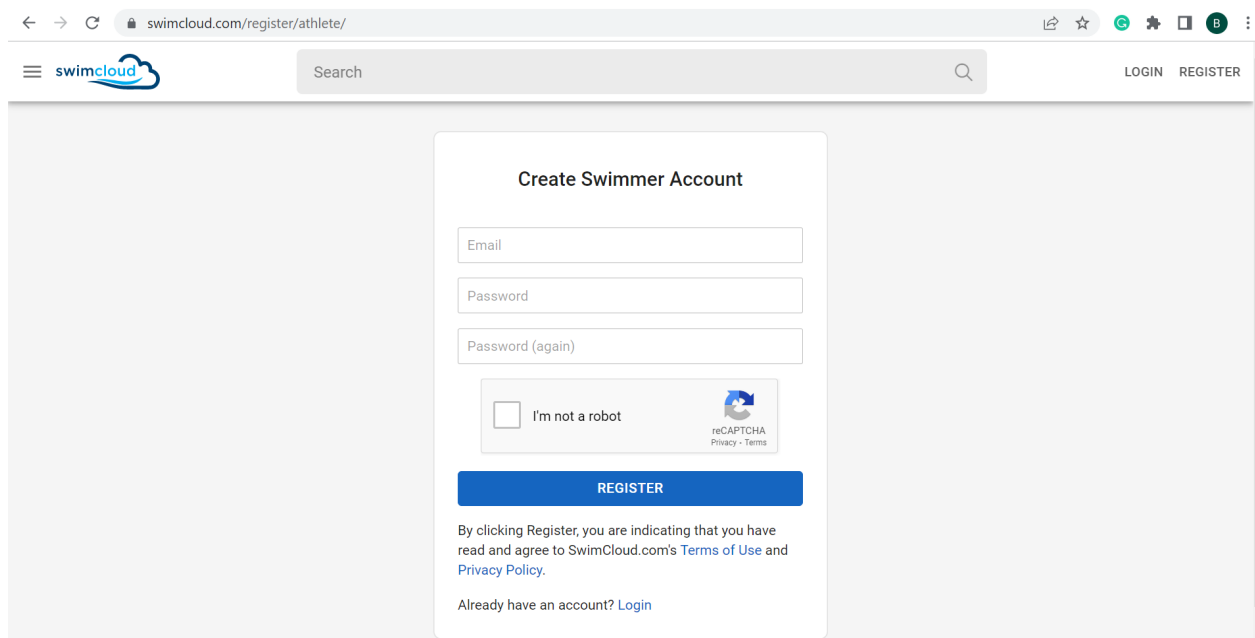
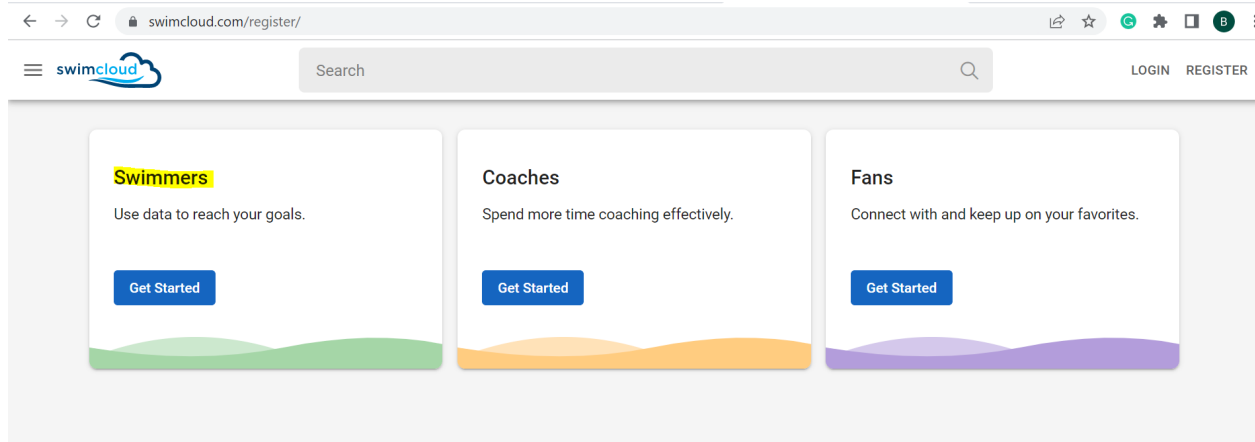
Option 3:
Academic and Amateurism Certification Account
Who should create this account?

A great way to get started is to create your **swimcloud.com account**. This is free to do and easy to set up. Go to swimcloud.com and hit the **register** button in the top right corner. Proceed with setting up the account. There is a premium option you can pay for but do not need to unless you are

interested (it will tell you what is in it while on swim cloud setting it up.

The screenshot shows the swimcloud.com website interface. At the top, there is a navigation bar with the swimcloud logo, a search bar, and links for LOGIN and REGISTER. The main content area is titled "Worldwide results" and displays a grid of swimming events. Each event card includes a logo, the event name, and the dates and location.

Event Name	Dates	Location
NCAA Division II Championship	Mar 7-11, 2023	Indianapolis, IN
Speedo Sectionals - Columbia	Mar 9-12, 2023	Columbia, MO
Florida Swimming Spring Senior Championship	Mar 9-12, 2023	Orlando, FL
11ème Meeting Open Méditerranée	Mar 11-12, 2023	MARSEILLE, FRA
Dubrava Zagreb open 2023, HEP miting	Mar 11-12, 2023	Zagreb, CRO
CSCAA National Invitational Championship	Mar 9-11, 2023	Elkhart, IN
Speedo Sectionals - Federal Way	Mar 9-12, 2023	Federal Way, WA
MHSAA Boys Division 2 State Championships	Mar 10-11, 2023	Holland, MI
NIC Time Trials	Mar 9-10, 2023	Elkhart, IN
Speedo Sectionals - Fargo	Mar 9-12, 2023	West Fargo, ND
MHSAA Boys Division 1 State Championships	Mar 10-11, 2023	Grand Rapids, MI
MHSAA Boys Division 3 State Championships	Mar 10-11, 2023	Rochester, MI
Speedo Sectionals - Cary	Mar 9-12, 2023	Raleigh, NC
ISI Senior Short Course Championships	Mar 9-12, 2023	Indianapolis, IN
GA Swim Atlanta Best of the South	Mar 10-12, 2023	Atlanta, GA



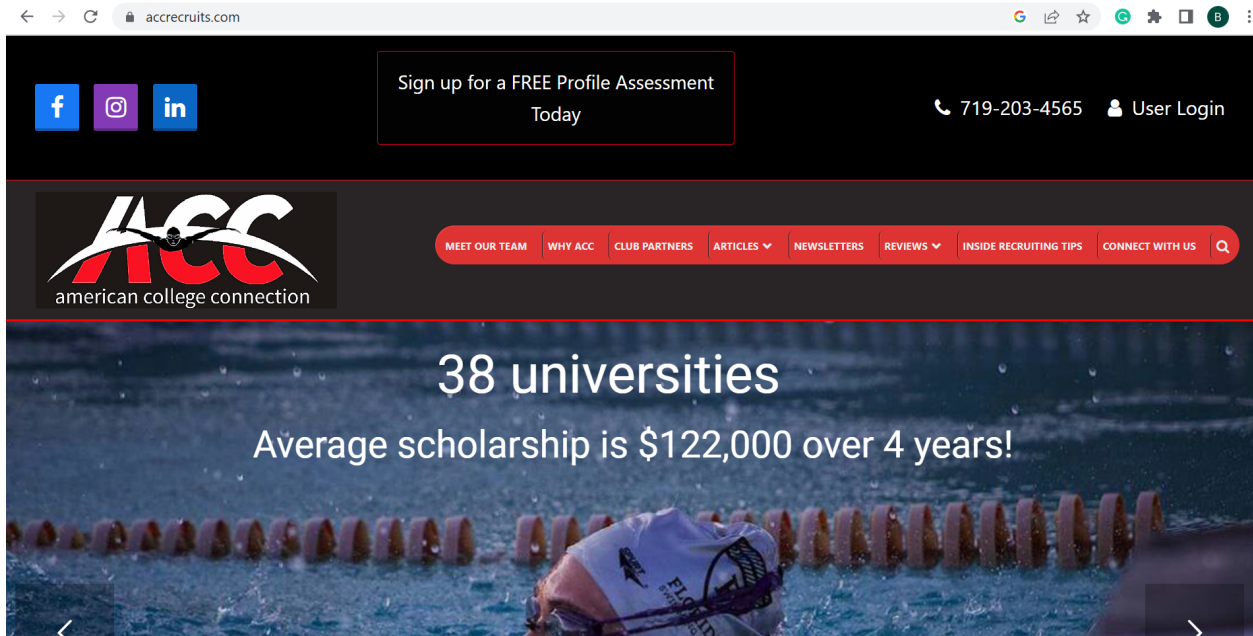
Fill out **recruiting questionnaires** to colleges. Filling these out may help you get on the college's radar. You can find these on the athletic swimming page. I have a link here to a page where you can view it. I would highly suggest copying the information you are putting in there on another word document so you can copy it from questionnaire to questionnaire.

The screenshot shows the Michigan State University men's swimming and diving website. At the top, there are four event cards for March 11, 22, 23, and 24, all for NCAA Championships in Michigan. Below these is a dark blue navigation bar with a yellow 'M' logo and links for 'SPORTS', 'TICKETS', 'FANS', 'ABOUT', 'GAME DAY', 'SHOP', 'DONATE', and 'TICKET LOGIN'. Underneath, a 'M SWIM/DIVE' section includes links for 'Roster', 'Schedule', 'Coaches', 'Stats', 'News', '2023 B1G Championships', and a 'More +' dropdown menu. The dropdown menu lists 'Archive', 'Free Admission', 'Recruits', 'Camps', 'Recruit Questionnaire' (highlighted in yellow), and 'Related Links'. The main content area features a swimmer in a blue cap and a banner for 'GO BLUE™. GO EAT.' with a promotion for IHOP crepes. The URL in the address bar is https://mgoblue.com/sports/mens-swimming-and-diving#.

Email the assistant coach with your “sales pitch” email. I would suggest doing this to your **top 3-5 schools** you are interested in. This should only be **2 paragraphs long** and should include where you are from, what you swim, and how long you’ve been swimming. This should tell them a little bit about yourself but should not be super long as they don’t want to read a book. I have some examples below that are fairly long but have a foundation that you guys could follow.

Name	Title	Contact Information
MIKE BOTTOM	Head Coach	Full Bio, MBOTTOM@UMICH.EDU
MIKE HILDE	Head Coach	Full Bio, HILDEM@UMICH.EDU
DR. JOSH WHITE	Associate Head Coach	Full Bio, WHITEJC@UMICH.EDU
PRISCILLA BARLETTA	Assistant Coach	Full Bio
CAULI BEDRAN	Assistant Coach	Full Bio, CBEDRAN@UMICH.EDU
SAM WENSMAN	Assistant Coach/Director of Recruiting	Full Bio, SWENSMAN@UMICH.EDU

Lastly, there are **recruiting agencies** that were originally there to help international swimmers but now help American swimmers. One that the college coach I talked to said you could look into is **ACC (American College Connection) recruits**. The recruiting agencies you may have to pay for but it is something you can look into. I never personally went through this process but it's been on the come up as they are working with high schoolers from America along with their international recruits. This was recommended by the college coach I was talking to. Sign up for their Free profile Assessment and see how it goes.



NOTE: If you don't know who to talk to I would suggest looking at schools where you could place top 16 in their conference, or are only a few seconds off of scoring in their conference as you have a good chance of landing a spot. You may also be able to look at schools where you could be top 3 (on the team) in an event (CONFERENCE/MID-SEASON RESULTS WISE) or a few seconds off if you are in junior/senior year.

Notes below from teammates, friends, and a college coach of what they are saying about the recruiting process

[Coach Laura - Current College Coach](#)

[Cooper Williams - Maine University Swimmer \(Swam with you guys during winter training\)](#)

[Luke Paxton - Ohio State University Swimmer \(Small notes about visits\)](#)

[Cameron Jones - Former St. X Swimmer \(Swam with you guys during winter training\)](#)

[Will Stuart - Ashland University Swammer \(Showing top times in conference and Sales Pitch Email\)](#)

[Connor Davis - Wheaton College Swimmer \(Swam with you guys during winter training\)](#)

Coach Laura - Current College Coach

I get a ton of questionnaires. If you are super interested in the school follow up with an assistant coach with an email. It's been six weeks since she looked at questionnaires as she has had conferences and nationals.

Sales Pitch Email - Tell them how long you've been swimming. Where you are from (city and team-wise,) include your coach (may not talk with them but have it just in case), what you swim

2 PARAGRAPHS (Cooper has one that is very large but it is an example you could follow)

If you have a coach that you've been talking too consistently and they go quiet don't be afraid to over-communicate

"Hey had a club meet went XX: XX dropped : XX off my time" As a text. The college coach likes that and may only respond with a small message. SEND UPDATES THAT YOU ARE REALLY INTERESTED

She doesn't want swimmers who can't score or aren't a few seconds off improving to score. She's trying to win a conference, no coach wants to lose, look for schools where you can contribute in scoring and if you have a season with big drops don't be afraid to reach out if you are improving like crazy.

TOP 16 IN CONFERENCE - Those are the times that they're looking for (I have a photo below for Will as an example)

LOOK AT MID-SEASON AND CONFERENCE TIMES. DON'T COMPARE FROM DUAL MEET TIMES

Talking to 40-50 kids (Swimmers talking to maybe 5-8 teams.)

End of sophomore year beginning of junior year begin talking with coaches.

If you were to have a season or career-ending injury during your college process you need to enjoy the school you are at.

A Polish girl on her team was offered a full ride at another school and didn't go there because they didn't have her major.

Don't want to be talking with sophomores as they need to be focused on Juniors.

An example she gave for her school - 1:51 scored in 200 back. If you are 1:52-1:54 in the 200 Back as a Junior feel free to talk.

If swimming was taken away from you, you need to find a place that you like as a place overall. If swimming would change your whole college experience don't make your decisions because of that.

NCSA (recruiting agency) you can try out and plug in times. Some schools use NCSA. She uses SwimCloud.com

A lot of agencies and companies **ACC recruits.**

It's like doing homework. It may not be fun but if you are interested you'll put in the work. SET REALISTIC EXPECTATIONS. Unless you are a top 15 kid in the state most college coaches won't be barking at the door

BIG 3: Be a good communicator, Find a place that is an OVERALL good fit for you, Set realistic expectations

Be more marketable than just a 50 Free (for example) **Be a well-rounded swimmer.**

EXPAND YOUR OPTIONS THERE ARE THOUSANDS OF SCHOOLS. Don't hold yourself to a small circle of schools

Cooper Williams - Maine University Swimmer (Swam with you guys during winter training)

DON'T BE AFRAID TO EMAIL COOPER WITH QUESTIONS AS WELL (I have his email included in his sales pitch email. He told me he would love to hear from you guys)

- Don't just email one school – email lots
- When emailing, email teams that are around your current level and teams that are above your current level. Take the time to send lots and lots of emails, even if the team seems fast.
- Schedule calls as often as you can – it's the best way to learn information and get to know a coach
- VISIT!!! Make sure you go before you commit. Some of the kids in my class who didn't visit really regret it.
- On your visit, if it's official, just be cool and relax with your hosts. For Maine, one of the biggest factors in you being able to commit here is if the guys say you have a red flag (acting crazy, or not talking to anyone) or not. The coaches 100% of the time ask the people who hosted you what they thought and that's a large portion of if they want you or not. So make sure you're yourself and if you really click with a team don't feel peer pressured to do anything
- Make sure you're asking the right questions. I committed kind of excitedly, so I committed a little earlier than I probably should've, but there were things I wish I could've known better. Examples such as making sure you like and know the coaches, the team, the area, and the class structure.
- Go on official visits where you can! I didn't get to because of COVID but they seem really fun and that is something cool that can accomplish a lot of the things above.
- While times matter obviously, they are not the only factor in whether a school says yes or no. You could have a D1 talent with a D3 personality and he would be denied from lots of higher potential options.
- Don't settle for less than you're worth, but don't shoot too high on the totem pole either. Go for a team that is the right fit for you – and think about your **4-year progression**.
- Fill out questionnaires for places you really like. Email all the places but hand-pick a few by your choice and email them too – spreading your name as much as possible helps.
- Make sure you know what the school is like year-round. Per say it is really cold in Maine in the winter, so know how the seasons affect the location of possible schools – it may be a dealbreaker for you in some cases.
- Talk with your high school or club coaches – often time they have a higher knowledge of collegiate swimming and can help guide your search or process in the right direction.
- Don't burn bridges – no matter what you think about the school, never burn a bridge between a coach and you because you never know where you may find yourself after your first year.
- Make sure you like the colors! It's silly but you will literally always wear it lol.

“Sales Pitch” Email:

Hello,

I hope this email finds you well. I would like to take a minute of your time to introduce myself. My name is Cooper Williams, and I am a senior at St. Xavier High School in Cincinnati, Ohio. I am a varsity level swimmer, and swim club for the Cincinnati Marlins, where I train with the National Group under coach Brad Isham. During high school season, I train under coaches Tim Beerman and Jim Brower with the Saint Xavier High School Aquabombers. I am a sprint and mid-distance, freestyle-oriented swimmer, with some of my best events being the 200 free, 100 free, and the 50 free. Along with these events, I have also found success in the 200 IM, 100 fly, and 100 breaststroke. I am new to mid-distance, as I have discovered over the 2019-2020 short-

course season that it is a better fit for me. I have a very strong work ethic, and after some additional intense training in and out of the water, I expect to improve these times even more from past seasons. I have a unique combination of determination and passion for the sport. I find

that swimming holds a special place in my heart because of the values it has taught me and the friendships I have made. For these reasons, I see swimming as more than just a sport. I have met

some of my closest friends because of it and I would not trade my nine years of competitive swimming for anything. Swimming has shaped my character and taught me what it takes to succeed in and out of the pool.

The values learned in the pool translate into other areas of my life as well. Outside of the pool, I participate in many clubs at my school. I am in the aquaponics club, where we grow plants and fish with no soil. I am one of the co-presidents of the club this year after being selected by the previous leaders. I am also actively involved with the culinary club, finding that cooking is a great outlet for me in my free time. On the academic side, I excel in the classroom. I currently hold a 4.18 GPA with several honors mixed into my schedule, and my ACT score is currently a 30. While swimming is my athletic passion, the student in student athlete comes first, which is why academics plays an important role in my college search.

I am reaching out to you because I have an interest in swimming at the collegiate level; and more

specifically, learning more about the program at the University of Maine. After extensive research and discussions with other college swimmers, I have identified your program as having the qualities that are important to me in a swim program at the collegiate level. I am confident that I would be a great asset to your distinguished program. I wanted to express my interest to you and would welcome the opportunity to learn more about your program. You can reach me at my email, cwilliams.2002@outlook.com, or at my cell, XXX-XXX-XXXX. I look forward to communicating with you in the future.

Thank you for your consideration,
Cooper Williams

Luke Paxton - Ohio State University Swimmer (Small notes about visits)

If you're going to visit a school you should do a little research beforehand. Also, have questions/concerns to ask the coach or any academic staff while at the school.

Cameron Jones - Former St. X Swimmer (Swam with you guys during winter training)

Start early, even reaching out to coaches of teams that aren't your first choice you'll at least get some practice talking to coaches which will prep you for when you are talking to your first choice team.

Definitely wish that I would've started reaching out to coaches sooner and to more coaches, in general.

You should include some things about yourself besides just your times and who you are as a swimmer. Coaches want to know if you'll be a good fit for their team just as much as if you're fast enough.

Coaches aren't the best at responding so don't get scared off if they don't reply. Wait a few days and send a follow-up email. This also shows them that you're interested in their team.

Will Stuart - Ashland University Swammer (Showing top times in conference and Sales Pitch Email)

1:34



2 Messages

< All Inboxes Ashland University S...



Hey William!

My name is Kyle Walthall, and I am the Recruiting Coordinator and Assistant Coach for Ashland University Swimming and Diving. I am emailing you because you might just be the Middle Distance Freestyler we are looking for!

Ashland University is a medium sized Division II University located in Ashland, Ohio. We are a liberal arts school with several unique majors, programs, and opportunities. As a university, we strive to build a great balance between success in athletics and success in the classroom!

We are looking for swimmers who can score in our conference in their first year or two. I have highlighted some of your events below where you would clearly make an immediate impact for us. As you can see, we are VERY interested in you!

If you are interested in our program, please fill out our [Recruit Questionnaire](#). We want to hear from you, and the more you speak with us, the more we will be watching you!

Men's GLIAC Scoring Times

Event	Winner	8th	16th
50 Free	20.28	21.17	21.55
100 Free	44.38	46.9	47.03
200 Free	1:38.90	1:42.36	1:45.87
500 Free	4:29.80	4:41.29	4:57.15
1000 Free	9:19.96	9:36.99	10:06.23
1650 Free	15:43.43	16:18.25	16:57.72
100 Back	47.55	51.00	52.86
200 Back	1:44.00	1:53.23	2:01.35
100 Breast	53.97	57.12	1:01.15
200 Breast	1:56.63	2:07.25	2:18.63
100 Fly	48.11	50.24	51.68
200 Fly	1:48.40	1:53.69	2:01.01
200 IM	1:47.81	1:53.11	1:56.43
400 IM	3:51.49	4:04.44	4:16.05

Please note we are looking for more than just fast swimming - a good fit for you and for our team are very important. Ashland University offers a unique academic experience with small class sizes, professors that truly offer their individual time and a commitment to give hands on/real world experience to students even in introductory courses. You will not find this kind of academic experience at a large state institution. In addition, we have a strong family environment on our team and are looking for the same in our incoming recruits.

I look forward to hearing back from you!
Kyle Walthall

Assistant Coach
Recruiting Coordinator
Ashland University Swim & Dive
(419) 289-5478



1:38



< Sent



Found in Gmail Sent Mailbox



William Stuart

10/19/18

To: jeff.boss@cui.edu >

William Stuart Swim

Dear Coach Jeff Boss,

My name is William Stuart, I am a senior class of 2019 at Dozier Libbey Medical High School in Antioch, California. I swim for Deer Valley High School and Brentwood Sea Wolves. I am interested in Concordia university's Computer Science studies and would like to learn more about your swim program.

I swim the 100 fly, and the 200 free. Some of my best accomplishments to date are 1:46.8 in the 200 free, 52.8 in the 100 fly, Current captain of my high school swim team and received the Hard Worker Award from the Sea Wolves year round team. I am currently top 10 in Deer Valley high school history in every event. You can view my times at <https://www.collegeswimming.com/swimmer/642788/> and <http://www.lookforit.com/athlete/results>. Feel free to contact my coach, Craig Carson at craig@brentwoodseawolves.com.

I currently have a 3.5 GPA and I am taking some colleges courses. I am in my second year of competitive swimming and I have found my passion. I love this sport and would like to pursue it beyond high school swim, especially in a great program like yours.

Thank you,

William Stuart

williamstuart630@gmail.com

[\(925\)303-6042](tel:(925)303-6042)



Connor Davis - Wheaton College Swimmer (Swam with you guys during winter training)

PLEASE REACH OUT IF YOU SEE FIT! He is more than comfortable with talking with you guys and I have his email below!

I would recommend making a list of questions to ask coaches about the team and school so you know what you are asking before talking. Email the coach, the worst they can do is not respond. Look into their conference and know how you stand. DI, DII, or DIII depends on if you want swimming to be a job or activity but you can excel in any division. Try a recruiting visit with the team to see what the culture is like. Connor's email is here if you would like to reach out to him (Engineering major) connor.davis@my.wheaton.edu

Final Notes:

Please reach out to me as much as needed. I am busy throughout the day but will respond don't hesitate to talk to me in person. Things change every day so if you see something say something. Please do not feel like you are alone here and if you need help on any part of this let me know. I am comfortable with working with you on a list of colleges and what your priorities should be so PLEASE reach out. If you are more comfortable with Derek talk with him and see how he can help. I have a TON of contacts including current, and former, college swimmers, college coaches, and high schoolers who are also going through the process on other teams. I am more than happy to tell you about what they are doing/did, and if they are comfortable with talking with you I will give you a way to contact them. I left some final thoughts to maybe have while looking at schools. I also have this noted earlier for you. I plan to get questions to ask college coaches here soon just still getting them up now.

- Not from the perspective of where you want to swim (where do you want to live ex: climate - do you mind temperature or no?)
- Maybe be homesick (you're going to have a flight to go home instead of driving?)
- Don't be super strict with all of these
- When looking at schools - do you want to be the best? Train with people faster than you?
- Have some reach schools and some safe schools as well - safe (might get contact and experience of talking with college coach) JUST GET CALLS - GET SOMEBODY INTERESTED IN YOU (THIS IS GREAT PRACTICE FOR TALKING WITH COACHES)